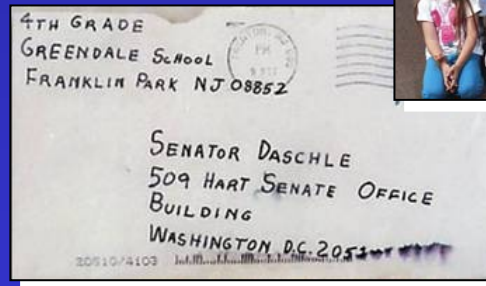# The Futures Initiative: Achieving Health Impact

Why Change Now?

- Aging population
- Emerging global infectious diseases
- Obesity
- Development of public health workforce and infrastructure
- Health disparities

Strategic Imperatives

- Health impact
- CDC will be a customer-centric organization
- Public health research
- Leadership for the nation's health system
- Global health
- Effectiveness and accountability

Health Protection Goals

- ## Preparedness:

  People in all communities will be protected from infectious, environmental, and terrorist threats.

- ## Health Promotion & Prevention of Disease, Injury, and Disability:

  All people will achieve their optimal lifespan with the best possible quality of health in every stage of life.
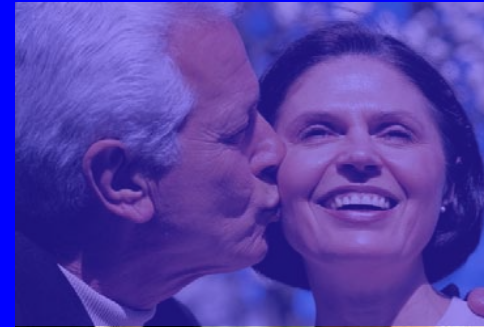
CDC ATSDR

Organizational Design Principles

- Strategy and goals derive from population health assessments ("customers' health") to achieve health impact

- Strategy and goals drive agency's priorities and allocations

- Emphasis on research and innovation

- Health protection "marketing"

- Consolidation of business & other cross-cutting services
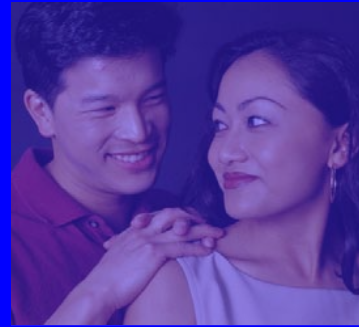
CDC ATSDR

Life-stages

Infant   **Child**   **Teen**   **Adult**   **Senior**

By 2015

(overlapping text)

future. (NHIS baseline)

NCEH

Report of the CDC/ATSDR Working Group on a Shared Vision for Environmental Public Health at CDC/ATSDR

Shared Vision

ATSDR

CDC ATSDR

Consolidation of NCEH/ATSDR

- Build on major concepts in December 2000 Report -*"Shared Vision for Environmental Public Health at CDC/ATSDR"*

- Administrative/management consolidation of NCEH and ATSDR to achieve a coordinated structure and joint leadership

CDC ATSDR

Customers
SAFER • HEALTHIER • PEOPLE

Partners   Alliances   Channels   Stakeholders

Public Health Systems   **Business**   **Education**   **Health Care Delivery**   **Federal Agencies**

Coordinating Center for Health Information and Services

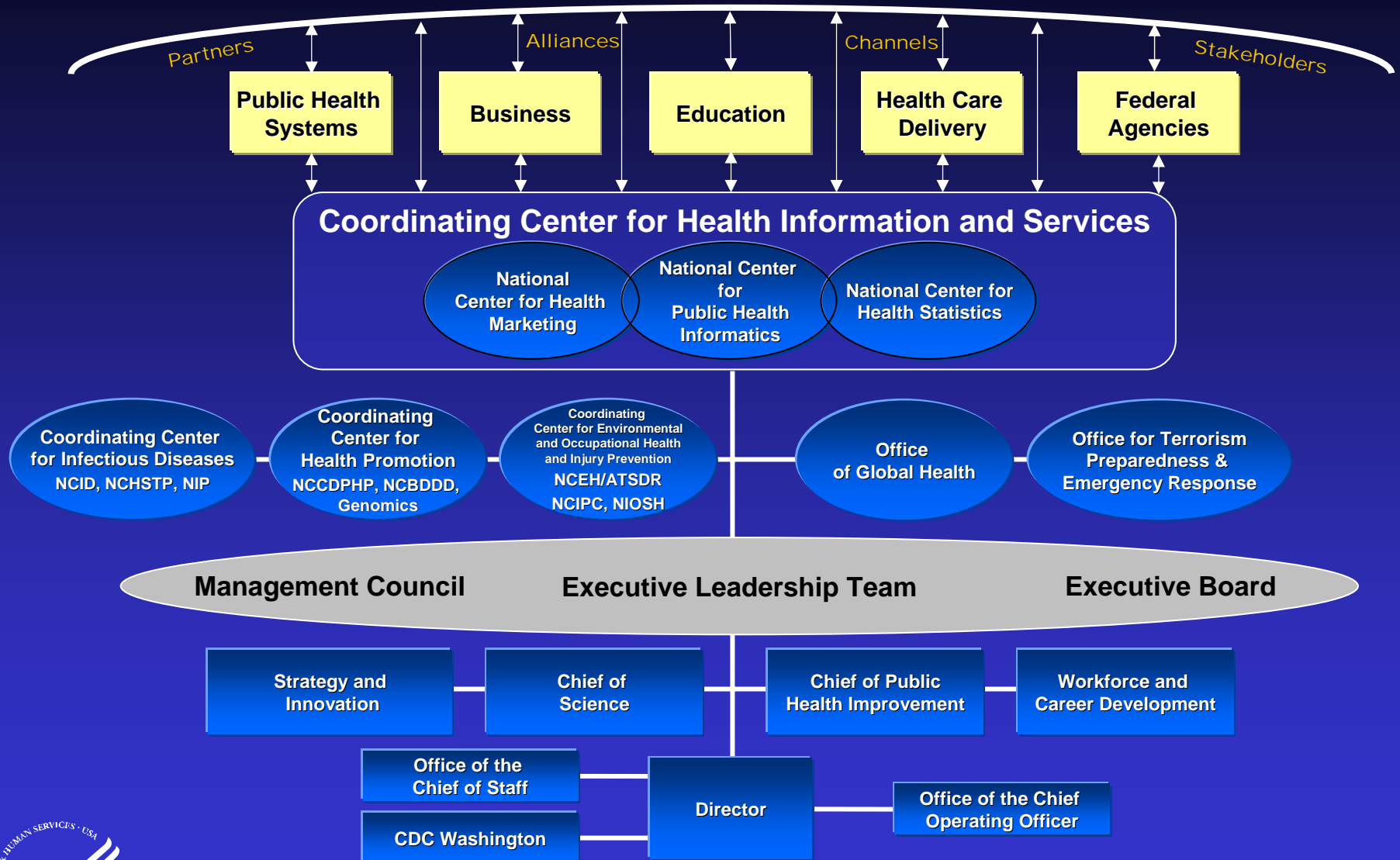- National Center for Health Marketing
- National Center for Public Health Informatics
- National Center for Health Statistics

Coordinating Center for Infectious Diseases
NCID, NCHSTP, NIP

Coordinating Center for Health Promotion
NCCDPHP, NCBDDD, Genomics

Coordinating Center for Environmental and Occupational Health and Injury Prevention
NCEH/ATSDR
NCIPC, NIOSH

Office of Global Health

Office for Terrorism Preparedness & Emergency Response

Management Council — **Executive Leadership Team** — **Executive Board**

Strategy and Innovation   **Chief of Science**   **Chief of Public Health Improvement**   **Workforce and Career Development**

Office of the Chief of Staff

CDC Washington

Director

Office of the Chief Operating Officer

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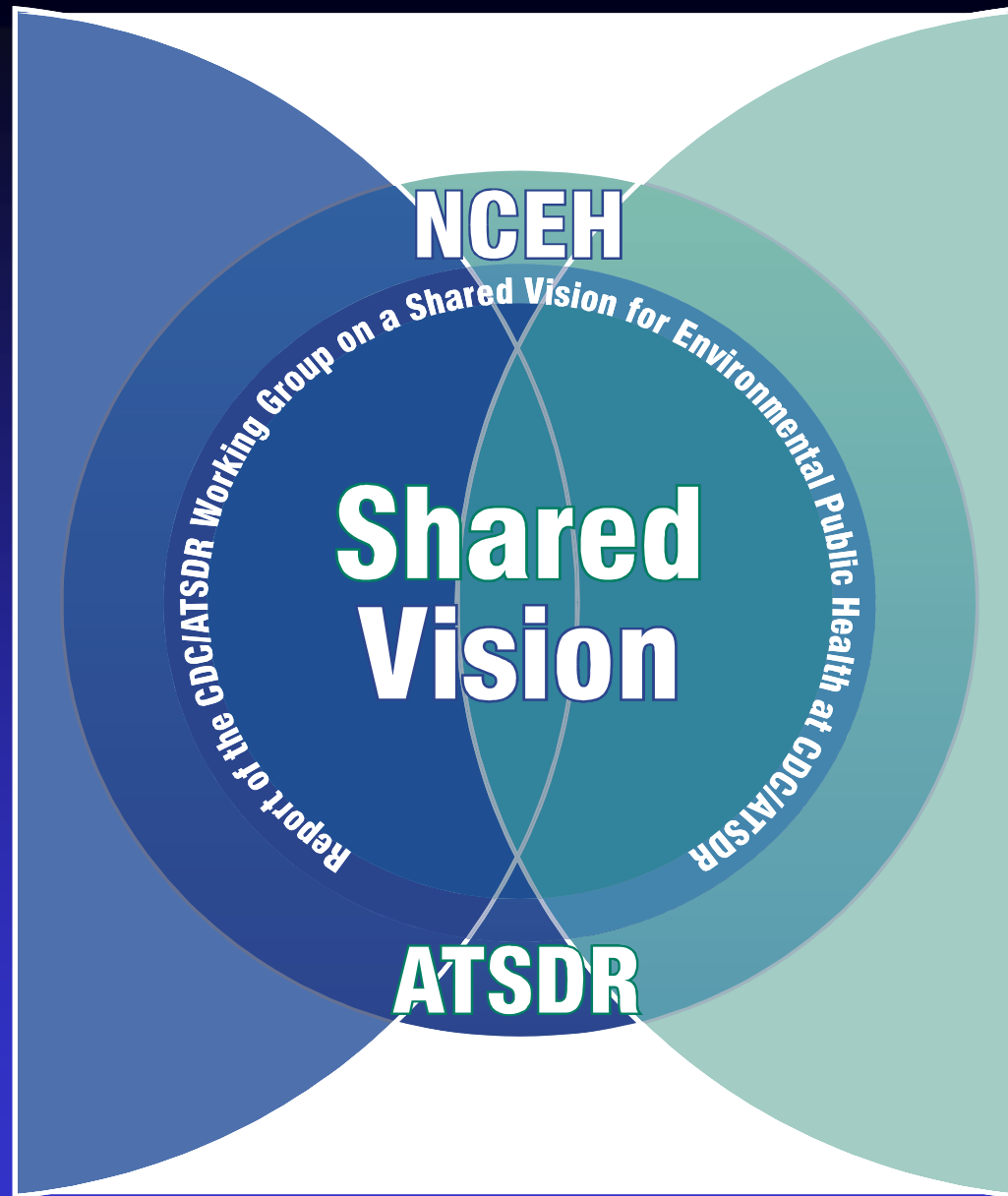
CDC   ATSDR

Customers
People whose health we want to improve

Partners · Alliances · Channels · Stakeholders

Public Health Systems · **Business** · **Education** · **Health Care Delivery** · **Federal Agencies**

Coordinating Center for Health Information and Services
- National Center for Health Marketing
- National Center for Public Health Informatics
- National Center for Health Statistics

Coordinating Center for Infectious Diseases NCID, NCHSTP, NIP

Coordinating Center for Health Promotion NCCDPHP, NCBDDD, Genomics

Coordinating Center for Environmental and Occupational Health and Injury Prevention NCEH/ATSDR NCIPC, NIOSH

Office of Global Health

Office for Terrorism Preparedness & Emergency Response

Management Council · **Executive Leadership Team** · **Executive Board**

Strategy and Innovation · **Chief of Science** · **Chief of Public Health Improvement** · **Workforce and Career Development**

Office of the Chief of Staff

CDC Washington

Director

Office of the Chief Operating Officer

Coordinating Center Roles

- Minimize silos
- Identify and capitalize on opportunities for coordination of research
- Decrease duplication and redundant activities
- Provide leadership, management, and accountability for cross-center goals

Center Roles

- Foundation of CDC's scientific knowledge

- Accountable for quality of programs

- Meet statutory requirements

- Maintain centers' identities and disease prevention loci

CDC's Futures

FROM

- Focus on process

- Primary focus on Infectious Disease and Preparedness

- Disease specific, fragmented approach to global

- Inefficient work processes

- Silos/organization

TO

- Focus on health impact

- Primary focus on Infectious Disease, Preparedness and Prevention

- Comprehensive integrated global approach

- Efficient work processes

- Integrated coordinating centers (maintaining specialization)

CDC's Futures

FROM

- No overall measure of success

- Lack of customer segmentation

- Limited partner capacity (state and local health depts)

TO

- Clearly articulated goals and performance measurement

- Segmented customer approach

- Strong partner network
  - Revitalized state & local health departments
  - Media, business, health care delivery, schools, communities

CDC ATSDR

CDC's Futures

FROM

- Minimal applied research

- Fragmented approach to customers/partners

- Difficult to do business with

TO

- Increase external/internal agenda

- Integrated approach to customers/partners

- Easy to do business with (standard of good gov't)
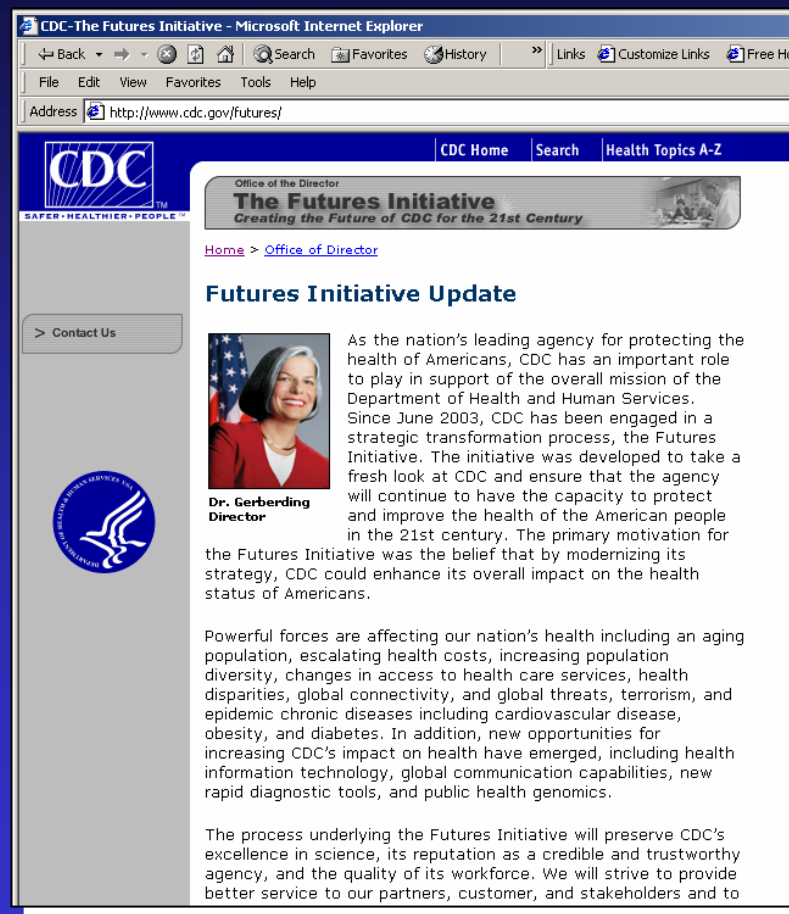
Vision: *envision a time when*

- Every infant is born healthy
- All children go to school safe, healthy, and ready to learn
- All people have the knowledge, ability and support to make healthy choices
- All people live in communities that are protected from infectious, environmental and terrorism health threats
- All people live their full life expectancy and achieve lifelong independence
- All people are satisfied with their health status.

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Communicate

Check Futures Updates at the Futures Initiative Internet Web site: http://www.cdc.gov/futures
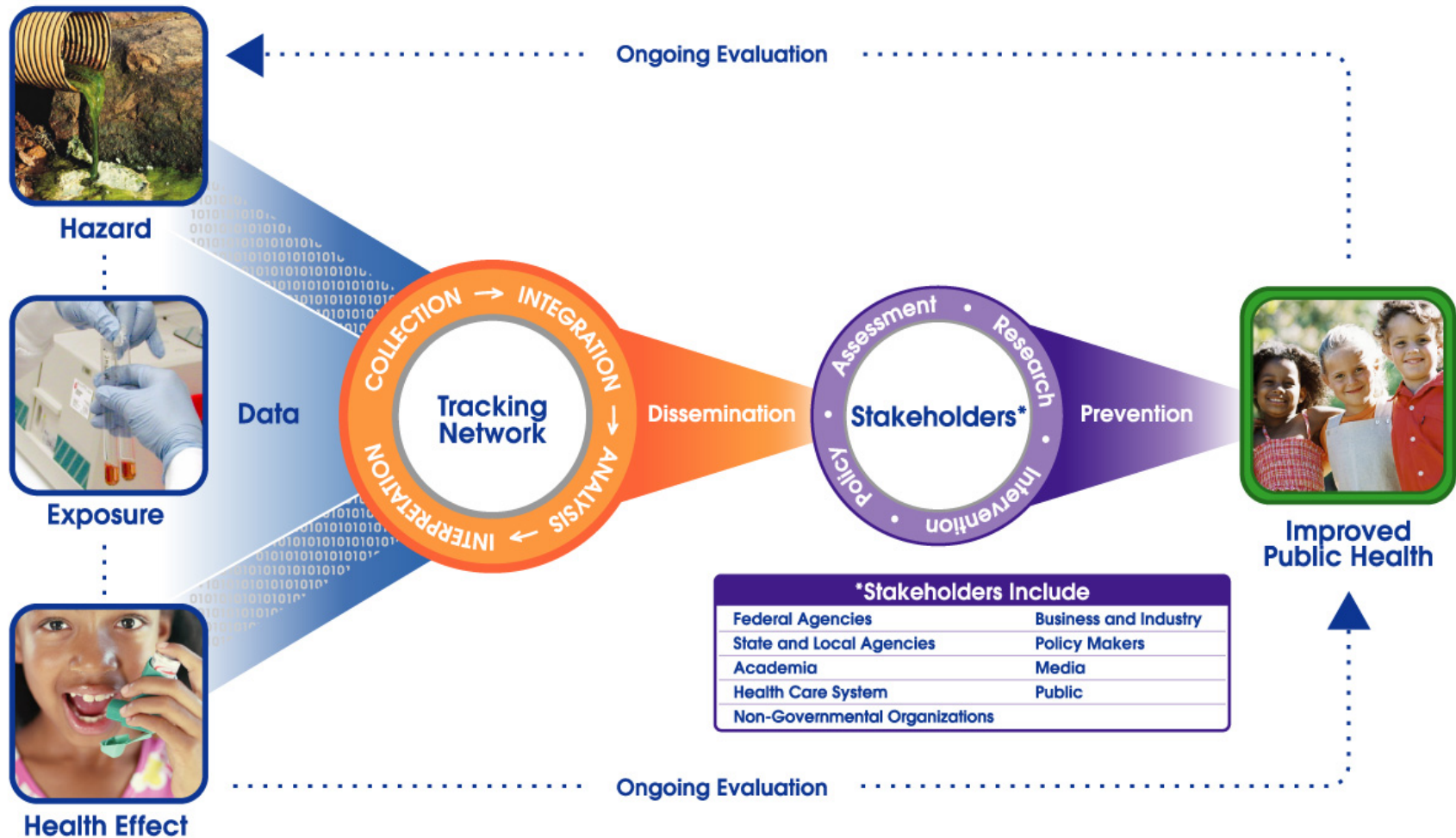
Send your questions and comments to futuresgroup@cdc.gov.

Environmental Public Health Tracking

ENVIRONMENTAL PUBLIC HEALTH TRACKING

Hazard

Exposure

Health Effect

Data

Ongoing Evaluation

COLLECTION → INTEGRATION → ANALYSIS → INTERPRETATION

Tracking Network

Dissemination

Assessment • Research • Intervention • Policy

Stakeholders*

Prevention

Improved Public Health

Ongoing Evaluation

*Stakeholders Include

Federal Agencies	Business and Industry
State and Local Agencies	Policy Makers
Academia	Media
Health Care System	Public
Non-Governmental Organizations	

DEPARTMENT OF HEALTH AND HUMAN SERVICES
CENTERS FOR DISEASE CONTROL AND PREVENTION
SAFER • HEALTHIER • PEOPLE

CDC
SAFER • HEALTHIER • PEOPLE™

Environmental Public Health Tracking (Cont.)

- Importance of Partnerships

- Coordination and communication across partners

- Core activities across states

- Long term goals for implementation

CDC ATSDR